

### **REMARKS**

The Office Action mailed February 15, 2011 has been received and reviewed. Applicant expresses appreciation for the interviews courteously granted April 4, 2011 and June 6, 2011. Claims 105-143 are in the case. Claims 105-143 stand rejected under 35 U.S.C. § 103(a).

By this paper, claims 105, 106, 107, 114, 124, 129, 136, 137, and 141 have been amended. Claim 125 is canceled. For the reasons set forth below, claims 105-124, and 126-143 are believed to be in condition for immediate allowance. Favorable reconsideration of the application in view of the following remarks is, therefore, respectfully requested.

### **Statement of Substance of Interview**

Applicant's counsel met with the examiner on April 4, 2011 to discuss the independent claims and had a telephone interview on June 6, 2011. Although Applicant respectfully asserts that the combination of Streich and Blohm fails to provide all the recited elements of Applicant's independent claims, and that the combination is improper, clarifications were deemed appropriate. It is Applicant's understanding that clarifying the operation of the second computer over the network, where recited, was requested. Also, clarifying the monolithic nature of the label with its advertising images on the computer readable medium was understood by Applicant to distinguish over the art. Likewise, it was understood by Applicant that reciting two, rather than just one, images or identifiers of the various types disclosed in the specification would distinguish over the art. Accordingly, Applicant has made those changes by this Amendment, in accordance with Applicant's understanding, but makes no representation that agreement was reached with the examiner. That is the examiner's decision to make and to represent as the examiner sees fit.

### **Rejection of Claims 105-143 Under 35 U.S.C. §103(a)**

Claims 105-143 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Streich (U.S. Patent No. 3,314,592) in view of Blohm (U.S. Patent No. 5,881,538). Applicant has amended as per the interviews, in order to move the case toward allowance, but also respectfully traverses the rejection on the record, nevertheless.

In the event that the examiner finds any remaining impediment to the prompt allowance of any of these claims, which could be clarified in a telephone conference, the examiner is respectfully urged to initiate the same with the undersigned.

DATED this 6<sup>th</sup> day of June, 2011.

Respectfully submitted,

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